

**EVENT FLASH REPORT SUMMARY**

**Event:** Bloomington Edge vs. Rockford Rams  
**Date:** Saturday, July 7, 2018  
**Time(s):** 5:10 PM  
**VENUE:** Grossinger Motors Arena  
**CITY:** Bloomington, IL  
 RENTAL\_\_X\_\_ SELF PROMOTE\_\_\_\_\_ CO-PROMOTE\_\_\_\_\_

Gross Sales	\$	2,098.00
Net After Amusement Tax	\$	1,900.96
Tickets Sold:		559
Comp Tickets:		323
Total Tickets:		882
Actual Attendance (Drop):		658



<b>Net Estimated Profit / (Loss)</b>	<b>\$</b>	<b>738.01</b>
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**Event Revenues**

Event Rental & Net Co-Pro Profit	\$	2,500.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$	616.00	<b>Per Cap</b>
Net Food & Beverage Revenue	\$	4,384.21	<b>\$ 6.66</b>
Reimbursed Event Expenses	\$	238.80	
Net Merchandise Commissions	\$	-	
Other Event Revenues	\$	3,082.10	
<b>Total Event Revenues</b>	<b>\$</b>	<b>10,821.11</b>	

**Event Expenses**

Net Co-Pro Loss	\$	-
Amusement Taxes Paid	\$	197.04
Event Production Expense (stagehands/equip)	\$	1,236.15
Event Staffing (ushers, security, ticket sellers)	\$	3,353.18
Police/EMT/First Aid	\$	200.00
Event Advertising & Promotions	\$	-
Catering Expense	\$	1,849.26
Food & Beverage Expense*	\$	3,208.67
Credit Card Fees	\$	38.80
Other Event Expenses	\$	-
<b>Total Event Expenses</b>	<b>\$</b>	<b>10,083.10</b>

<b>Net Estimated Profit / (Loss)</b>	<b>\$</b>	<b>738.01</b>
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\* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

**Executive Director Comments**

The first game of their summer season for the Bloomington Edge did not draw the crowd we were hoping for on Saturday. The pre-game street party was lightly attended early in the afternoon.

The post-game concert was also lightly attended, but the game itself was highly entertaining with the Edge scoring a big WIN over the visiting Rockford Rams.